



Transportation Advisory Board Report

Date: June 16, 2015
To: Transportation Advisory Board
From: Jim Hash, Bicycle and Pedestrian Coordinator/ Senior Planner (SA)
Ashley Barinka, Marketing and Communications Specialist I
Subject: Bicycle and Pedestrian Program 2014 Annual Report

Purpose

The purpose of this report is to provide information to the Transportation Advisory Board (TAB) regarding programs, events, and projects that have been conducted and completed by the City of Mesa Bicycle and Pedestrian Program and documented in an Annual Report.

Background and Discussion

The City's Transportation Department Bicycle and Pedestrian Program established strategic performance measures as part of the 2012 Bicycle Master Plan's Goals and Objectives to ensure that the plan's vision remained on course throughout the life of the plan's horizon. These established strategic performance measures and benchmarks fall under five major categories. These categories will be used to gather and evaluate information for future decisions regarding expansion and funding of the bicycle and pedestrian program.

These five major categories are:

1. Measuring Mode Share
2. Network Evaluation and Asset Management
3. Assessing Feedback and Reporting Achievements
4. Accident Reduction and Safety
5. Funding Acquisition

These five categories are evaluated each year and an annual report is produced, which, per the adopted bicycle plan, will be presented to the Transportation Advisory Board. The report will then be provided electronically for public consumption on the City of Mesa Transportation webpage. As outlined in the 2012 Mesa Bicycle Master Plan, the annual report should contain the following information to be presented to

the Transportation Advisory Committee:

- Infrastructure project updates
- Street Maintenance improvements affecting the bicycle and pedestrian program
- Program updates
- Bike Month events
- Special events supported
- Adult education efforts
- Child education efforts
- Bicycle count efforts
- Customer satisfaction survey's results (if conducted)
- Trip reduction and mode share reports (if conducted)

Summary

Transportation's bicycle and pedestrian program staff is working diligently to improve public awareness of bicycling in the City of Mesa. Staff is pushing forward to provide the facilities, education programs, encouragement programs, and events to stay in alignment with the goals and objectives of the City of Mesa 2012 Bicycle Master Plan. These goals and objectives as laid out in the plan will help to ensure that the bicycle and pedestrian program stays on course in its efforts to gain Bicycle Friendly Community Platinum status and to remain in alignment with the vision established by the residents of Mesa.